

DOMESTIC VISITOR DATA SNAPSHOT

YEAR ENDING (YE) MARCH 2020

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TOTAL VISITOR EXPENDITURE

\$2.14 BILLION

FROM A TOTAL **1.68 MILLION DOMESTIC VISITORS**

TOTAL VISITORS ('000)



1.68M

YE MARCH 2020

↑ 1.7%

256,000

MARCH QTR 2020

↓ 8.1%

AVERAGE NIGHTS



5.3

YE MARCH 2020

↓ 0.6 Nights

4.9

MARCH QTR 2020

↓ 0.6 Nights

AVERAGE SPEND PER PERSON



\$1,271

YE MARCH 2020

↑ 7.5%

NA

MARCH QTR 2020

VISITORS BY PURPOSE OF VISIT



HOLIDAY
739,000 ↑ 14%



BUSINESS
695,000 ↓ 8.4%



VISITING FRIENDS & RELATIVES
195,000 ↓ 4.6%



OTHER*
115,000 ↑ 28%

TOP 3 NATIONAL MARKETS (All purpose visit)



VICTORIA
VISITORS 286,000 ↑ 49%
EXPENDITURE \$445M



NEW SOUTH WALES
VISITORS 262,000 ↑ 8.3%
EXPENDITURE \$437M



QUEENSLAND
VISITORS 249,000 ↑ 5.0%
EXPENDITURE \$354M

TOTAL VISITORS BY REGION



TOP END

GREATER DARWIN
VISITORS 832,000 ↓ 5.0%
**EXPENDITURE \$960M

KAKADU ARNHEM
VISITORS 206,000 ↑ 2.9%
***EXPENDITURE \$160M

KATHERINE DALY
VISITORS 322,000 ↓ 2.6%
EXPENDITURE \$162M

CENTRAL

BARKLY
VISITORS 96,000 ↓ 25%
EXPENDITURE \$86M

ALICE SPRINGS MACDONNELL
VISITORS 403,000 ↑ 29%
EXPENDITURE \$392M

LASSETER
VISITORS 262,000 ↑ 14%
EXPENDITURE \$351M

Note: Total Visitors refers to all-purpose. Visitors include: Holiday, Visiting Friends and Relatives (VFR), Business and Other*.